



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 321428

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** C22C28 GOV (132631)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/C22C28  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 08/07/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221199  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,584.75  
**Net Total** \$59,980.25  
**Sales Tax**

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	83	\$70,565.00
<b>Grand Total:</b>	<b>83</b>	<b>\$70,565.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/26/12-10/26/12	5	:30	11P- 11:35P (EST)						1						Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
1.1	Normal Line / Spot	10/26/12-10/26/12	5	:30	11P- 11:35P (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
2.0	Revised Line / Spot	10/26/12-10/26/12	5	:30	12:05A- 12:35A (EST)						1						Charlotte (WSOC)	NIGHTLINE	7/10/12
2.1	Normal Line / Spot	10/26/12-10/26/12	6	:30	12:05A- 12:35A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
3.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	12P- 1P (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
4.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	4P- 5P (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	7/10/12
5.0	Revised Line / Spot	10/26/12-10/26/12	5	:30	6P- 6:30P (EST)						1						Charlotte (WSOC)	6P NEWS	7/10/12
5.1	Normal Line / Spot	10/26/12-10/26/12	6	:30	6P- 6:30P (EST)						1			1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
6.0	Revised Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)						1						Charlotte (WSOC)	GMA	7/10/12
6.1	Normal Line / Spot	10/26/12-10/26/12	6	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
7.0	Revised Line / Spot	10/22/12-10/22/12	5	:30	11P- 11:35P (EST)		1										Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
7.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	11P- 11:35P (EST)		1							1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
8.0	Revised Line / Spot	10/22/12-10/22/12	5	:30	11:35P- 12:05A (EST)		1										Charlotte (WSOC)	NIGHTLINE	7/10/12
8.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	11:35P- 12:05A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	8/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/C22C28  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRO FOR GOVERNOR  
MCCRO FOR NC GOVERNOR

**Date Entered** 07/10/12  
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**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221199  
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**Order Type** Normal  
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9.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	4P- 5P (EST)		1							1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	7/10/12
10.0	Revised Line / Spot	10/22/12-10/22/12	5	:30	7A- 8A (EST)		1										Charlotte (WSOC)	GMA	7/10/12
10.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	7A- 8A (EST)		1							1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
11.0	Revised Line / Spot	10/22/12-10/22/12	5	:30	8P- 10P (EST)		1										Charlotte (WSOC)	DWTS	7/10/12
11.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	8P- 10P (EST)		1							1	\$4,800.00	\$4,800.00	Charlotte (WSOC)	DWTS	8/7/12
12.0	Revised Line / Spot	10/27/12-10/27/12	5	:30	7A- 8A (EST)							1					Charlotte (WSOC)	EYEWITNESS NEWS 7A	7/10/12
12.1	Normal Line / Spot	10/27/12-10/27/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12
13.0	Revised Line / Spot	10/27/12-10/27/12	5	:30	8A- 9A (EST)							1					Charlotte (WSOC)	GMA SATURDAY	7/10/12
13.1	Normal Line / Spot	10/27/12-10/27/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)	GMA SATURDAY	8/7/12
14.0	Revised Line / Spot	10/28/12-10/28/12	5	:30	11P- 11:35P (EST)								1				Charlotte (WSOC)	SUN LATE NEWS	7/10/12
14.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	11P- 11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
15.0	Revised Line / Spot	10/28/12-10/28/12	3	:30	6P- 6:30P (EST)								1				Charlotte (WSOC)	6P NEWS SUNDAY	7/10/12
15.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	6P- 6:30P (EST)								1	1	\$925.00	\$925.00	Charlotte (WSOC)	6P NEWS SUNDAY	8/7/12
16.0	Revised Line / Spot	10/28/12-10/28/12	4	:30	7A- 8A (EST)								1				Charlotte (WSOC)	EYEWITNESS NEWS 7A	7/10/12

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16.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	7A- 8A (EST)								1	1	\$250.00	\$250.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12
17.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	12P- 1P (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
18.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	4P- 5P (EST)					1				1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	7/10/12
19.0	Revised Line / Spot	10/25/12-10/25/12	5	:30	7A- 8A (EST)					1							Charlotte (WSOC)	GMA	7/10/12
19.1	Normal Line / Spot	10/25/12-10/25/12	6	:30	7A- 8A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
20.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	12P- 1P (EST)			1						1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
21.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	4P- 5P (EST)			1						1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	7/10/12
22.0	Revised Line / Spot	10/23/12-10/23/12	5	:30	6P- 6:30P (EST)			1									Charlotte (WSOC)	6P NEWS	7/10/12
22.1	Normal Line / Spot	10/23/12-10/23/12	6	:30	6P- 6:30P (EST)			1						1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
23.0	Revised Line / Spot	10/23/12-10/23/12	5	:30	7A- 8A (EST)			1									Charlotte (WSOC)	GMA	7/10/12
23.1	Normal Line / Spot	10/23/12-10/23/12	6	:30	7A- 8A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
24.0	Revised Line / Spot	10/24/12-10/24/12	5	:30	11P- 11:35P (EST)					1							Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
24.1	Normal Line / Spot	10/24/12-10/24/12	6	:30	11P- 11:35P (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
25.0	Revised Line / Spot	10/24/12-10/24/12	5	:30	11:35P- 12:05A (EST)					1							Charlotte (WSOC)	NIGHTLINE	7/10/12

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25.1	Normal Line / Spot	10/24/12-10/24/12	6	:30	11:35P- 12:05A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
26.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	4P- 5P (EST)				1					1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	7/10/12
27.0	Revised Line / Spot	10/24/12-10/24/12	5	:30	7A- 8A (EST)				1								Charlotte (WSOC)	GMA	7/10/12
27.1	Normal Line / Spot	10/24/12-10/24/12	6	:30	7A- 8A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
28.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	10A- 11A (EST)		1	1	1	1	1			5	\$245.00	\$1,225.00	Charlotte (WSOC)		8/7/12
29.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	10P- 11P (EST)						1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/7/12
30.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	4P- 5P (EST)		1	1	1	1	1			5	\$600.00	\$3,000.00	Charlotte (WSOC)		8/7/12
31.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	5P- 5:30P (EST)		1	1	1	1	1			5	\$700.00	\$3,500.00	Charlotte (WSOC)		8/7/12
32.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	6A- 7A (EST)		1	1	1	1	1			5	\$750.00	\$3,750.00	Charlotte (WSOC)		8/7/12
33.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	7A- 8A (EST)		1	1	1	1	1			5	\$700.00	\$3,500.00	Charlotte (WSOC)		8/7/12
34.0	Normal Line / Spot	10/22/12-10/24/12	6	:30	12P- 1A (EST)		1		1					2	\$245.00	\$490.00	Charlotte (WSOC)		8/7/12
35.0	Normal Line / Spot	10/22/12-10/24/12	6	:30	10:58A- 11:57A (EST)		1		1					2	\$325.00	\$650.00	Charlotte (WSOC)		8/7/12
36.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	9P- 10P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/7/12
37.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	10P- 11P (EST)		1							1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/7/12

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38.0	Normal Line / Spot	10/22/12-10/25/12	6	:30	6P- 6:30P (EST)		1		1	1				3	\$900.00	\$2,700.00	Charlotte (WSOC)		8/7/12
39.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	11:30P- 12:05A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
40.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	12:05A- 1:05A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
41.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	12P- 12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/7/12
42.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P- 12:30P (EST)								1	1	\$200.00	\$200.00	Charlotte (WSOC)		8/7/12
43.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11P- 11:35P (EST)			1		1				2	\$750.00	\$1,500.00	Charlotte (WSOC)		8/7/12
44.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11:35P- 12:05A (EST)			1		1				2	\$375.00	\$750.00	Charlotte (WSOC)		8/7/12
45.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	9P- 10P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/7/12
46.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	10P- 11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/7/12
47.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	8P- 9P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/7/12
48.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	8A- 9A (EST)			1		1	1			3	\$600.00	\$1,800.00	Charlotte (WSOC)		8/7/12
49.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	5:30P- 6P (EST)		1	1	1	1	1			5	\$750.00	\$3,750.00	Charlotte (WSOC)		8/7/12
50.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	9A- 10A (EST)			1		1				2	\$245.00	\$490.00	Charlotte (WSOC)		8/7/12

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